

**REQUEST FOR PROPOSAL
For Vail Local Marketing District
In-Resort Lodging Liaison**

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I. INTRODUCTION AND OVERVIEW

Location and History: Town and Resort

Vail is an iconic destination mountain resort community in North America with world-class offerings and is an industry leader driving the Snowsports, outdoor, and travel categories. While widely known for its winter offerings, Vail is also the ideal summer mountain destination. Vail in the summer is relaxing and adventurous with resort and village amenities, events and activities for visitors from across the world to experience.

Tourism is the overarching driver of the local economy. The community, like most mountain resorts, is comprised of a mix of full-time and part-time residents, and full-time and seasonal workers. Vail's population is approximately 5,000 full- and Vail receives over two and a half million visitors annually.

The Town of Vail is North America's Premier International Mountain Resort Community, located approximately 100 miles west of Denver, CO at the foot of the Gore Range in the Rocky Mountains. Founded as a ski resort in 1962 and as a Town in 1966, Vail is well known for its beautiful mountains, plentiful sunshine, and quaint pedestrian villages. Surrounded by the White River National Forest, the Town of Vail totals 3,360 acres, and is 10 miles long and at most 1 mile wide.

Vail Ski Resort, which is adjacent to the town in the White River National Forest, is one of the largest ski resorts in North America with 5,317 acres of terrain. Vail Mountain is owned by Vail Resorts, and consistently ranks as one of the most visited and favorite ski resorts in North America.

II. OPPORTUNITY BACKGROUND

The Vail Local Marketing District is seeking a lodging liaison to build and maintain a strong relationship with the lodging community while supporting and enabling summer goals including, but not limited to; driving overnight visitation during need periods of May through October, 2023. We are in search of partner/s that can demonstrate strong collaboration, agility, creative problem solving and deep passion/understanding of the travel industry and competitive landscape and closely familiar with the local Vail industry.

III. ABOUT THE VAIL LOCAL MARKETING DISTRICT (VLMD) AND THE VAIL LOCAL MARKETING DISTRICT ADVISORY COUNCIL (VLMDAC)

The VLMD was formed in 1999 to market and promote the Vail destination its natural attractions, local lodging, businesses and special events. The VLMD is funded by a 1.4% lodging tax that currently generates approximately \$4 million annually. The VLMD, sitting as the Vail Town Council, has ultimate approval of the operating plan and budget of the VLMD. The VLMD appoints a nine-member advisory council known as the VLMDAC, which is comprised of marketing professionals who are property owners in Vail, to guide the efforts of the district. The stated focus of the district is to drive overnight visitation during the non-winter months of the year, and the VLMDAC meets on a monthly basis.

More information can be found on the Town of Vail web site at <https://www.vailgov.com/government/boards-commissions-authority-district/vail-local-marketing-district> and <https://www.vailgov.com/government/boards-commissions-authority-district/vlmd-advisory-council-vlmdac>.

With direction from VLMDAC, Town of Vail staff works directly with contracted vendors who manage various aspects of the marketing effort. The contracted vendors (“partners”) work together to propose an annual operating plan, which is presented to the VLMDAC for input and approval. The Town of Vail and the partners report monthly on marketing results, insights and recommendations. They work collaboratively to execute the plan and make revisions as the market and needs change throughout the year. Partners work together on projects and consult one another as needed.

Full Service Creative Agency Partner/s will serve as thought leaders to the Vail Local Marketing District Advisory Council (VLMDAC), and Town of Vail staff; responsible for creative platform development, campaign executions, and channel / communication planning through channel tactical delivery. Partner/s will be accountable for results-driven, high-quality service that reports out monthly on project status, measurement plans and campaign results.

Currently the responsibility for marketing and managing the destination is shared between the resort operator Vail Resorts/Vail Mountain and the Town of Vail. These two entities work closely to present Vail as a single year-round brand. Winter season marketing is primarily overseen, funded and managed by Vail Resorts, while non-winter marketing is primarily overseen, funded and managed by the Town’s Vail Local Marketing District (VLMD).

VLMD Business Goal

The key VLMD business goal is to drive responsible revenue growth in Vail by focusing on quality of guest, length of stay, and guest spend, along with effective communication of community values. Measurement is primarily gained through occupancy levels and average daily rate, lodging and sales tax revenues, guest satisfaction surveys and net promoter score. An emphasis is placed on driving demand during lower demand time periods.

As the Vail Local Marketing District Advisory Council (VLMDAC) looks to the future, and in service of the VLMD's overarching business goal, the VLMD's 2023 strategic approach is guided by the following Marketing Priorities:

- **Optimize Visitation:** Target overnight guests who stay longer, spend more and embrace the community's values, in addition to targeting specific times of the year with an emphasis lower demand periods including mid-week and shoulder seasons.
- **Grow Database and Build the Relationships:** Expand the Vail database, use data to understand the guest, enhance guest engagement and loyalty by optimizing content and 1:1 personalized messaging to achieve stated goals.
- **Destination Stewardship:** Protect Vail's natural assets and resources, while elevating the guest and resident experience by educating the guest on Vail's community values including sustainability. Incorporate outcomes of Steward Vail destination stewardship plan in 2023.
- **Brand Positioning:** In accordance with the town council action plan, position Vail as the Premier International Mountain Resort Community. Continue to strengthen and reinvigorate the Vail brand through "Life is but a Dream" campaign. Support partners and the community in delivering on the brand promise.

Marketing and Sustainability: Vail's Destination Stewardship Plan

The Town of Vail is in the process of creating Steward Vail, a Destination Stewardship Plan (DSP) that will be used as a tool to help guide marketing efforts in 2023. Since its certification as Sustainable Destination in 2018 under the criteria set forth by the Global Sustainable Tourism Council (GSTC) and in accordance with the United Nations Sustainable Development Goals, the Town has established itself as a leader in sustainability practices. Vail works with six Memorandum of Understanding (MOU) partners (U.S. Forest Service, Vail Resorts, Eagle River Water and Sanitation District, Vail Recreation District, Holy Cross Energy and Walking Mountains Science Center) on the ongoing certification.

Current Environment and Challenges

The Town of Vail recognizes that tourism is the primary driver of the economy, creating jobs, opportunities and revenue that support our municipal operations. The Town also acknowledges that it's critical to achieve a balance between the tourism economy and the protection and preservation of Vail's natural assets and recreational sites and experiences. Vail's commitment to sustainability sets the stage for a long-term approach to protecting the quality of life for the community by protecting our environment, climate and natural resources including wildlife and ecosystem services, and natural attractions.

VI. TERM

The term of this Agreement shall commence on January 1, 2023 and conclude on December 31, 2023. The parties shall have the option to renew a contract yearly based on the annual operation plan and contracted deliverables. Such renewal is not automatic.

V. SCOPE OF SERVICES

Each scope of work requires:

- Development of measurements and metrics
- Fulfillment of deliverables and tangible results based on KPIs
- Collaboration on the year-round Vail brand with all stakeholders

The successful partner will demonstrate the ability to:

- Provide accountability and meet deadlines
- Establish positive working relationships with all stakeholders and lodging community
- Keep planning and execution pace with the ever-changing tourism and travel industry
- Be resourceful, nimble, flexible, dedicated and results-oriented
- Be positive and creative in bringing innovative solutions to the table

RFP Selection Criteria:

1. Successful capabilities and demonstration of skills per scope of work in written proposal
2. Flexibility in cost proposal structure and ability to establish menu-pricing
 - Full cost transparency including detailed cost structure breakdown of hourly rates based on service provided
 - Client testimonials (2-3 client references and contact information included in response)

1. ADMINISTRATION/MEETINGS/REPORTING

- Attend/organize/schedule meetings as directed by Town of Vail Economic Development staff (TOV staff) relating to the Vail lodging community
- Attend monthly VLMD Board meetings, VLMD Partner calls and special meetings
- Attend bi-weekly phone update meetings scheduled by TOV staff
- Participate in bi-weekly Group Sales Advisory Council meetings
- Hold two seasonal Spring and Fall Lodging Roundtable meetings as directed by TOV staff (On or about June 9 and November 15). Save the date for meetings to be sent 60 days prior to meeting, coordinate and prepare meeting materials with presenters, monitor attendance and determine location timing that works best for all parties involved.
- Conduct smaller meetings/round tables with a few properties at a time – recommended list of properties and questions to discuss to be approved prior by TOV staff.

2. COMMUNICATIONS

- Provide services as lodging liaison to the VLMDAC to act as eyes and ears to issues that affect the lodging community and report back to board on quarterly basis with hot issues and proposal to address.
- Provide recommended Lodging Spring and Winter Lodging Survey to TOV staff for approval. (On or about July 30 and December 10 dates to be determined). Report out to VLMD results of survey biannually.
- Provide quarterly written update to VLMDAC on progress behind projects/goals and provide insights and planned recommendations to shift as needed

- Provide support for VLMD and TOV initiatives as directed by TOV staff (i.e.; DiscoverVail and Book Direct, DestiMetrics Weekend Straw Poll, Surveys, Group Sales, etc.)
- Assist Public Relations partner and other VLMD partners with communication and program initiatives (i.e.; Lodging renovations, Discover Vail Summer Influencer Co-Op Program, Vail Dream Experiences, etc.)
- Provide lodging community with email communication, educating them on VLMD efforts that pertain to their business, how they can become more involved and resources to learn more. Specifically, call out and thank lodges that have worked with VLMDAC and examples of how this relationships improved their business or improved VLMD efforts to better market the lodging community.
- Maintain and share Google Doc lodging community email database

3. WEBSITE

The VLMD funds the Book Direct platform on the [DiscoverVail.com lodging page](#) to ensure the best experience for both guest and properties in Vail. All revenue and bookings go directly to the individual properties. Any Vail property with a business listing and/or paying short term rental tax can be listed.

- Collaborate with partners and BookDirect to coordinate SEO Enhancements
- Work with lodging partners to create, gather and promote productive offers in response to market opportunities.
- Report Book>Direct lodging participation for special promotions
- Recommend content to enhance lodging presence and explore opportunities for retail/lodging offerings and additional promotions
- Assist in the development of seasonal (Spring, Summer, Fall and Winter) lodging packages/promotions and recruit lodging partners to participate
- Create lodging packages with TOV, CSE and special events organizers. Set quantitative goals to establish a budget for supplemental request if needed
- Identify quarterly goal for additional property listings on DiscoverVail.com.
- Manage lodging listings via Simple View
- Provide updates to [Discovervail.com business toolkit](#) as requested by TOV staff
- Review and provide high level learnings from BookDirect monthly referral tracking report.

4. DATA ACQUISITION

- Work with partners to develop and support a plan for database growth as it relates to lodging community
- Explore opportunities with lodging community to incorporate Discover Vail IE: email confirmations, etc.
- Assist with data collection from the lodging community volunteer properties

JANUARY 1, 2023 – DECEMBER 31, 2023 BUDGET NOT TO EXCEED: \$48,000

VI. TIMELINE & PROCESS

Step 1: Candidates are asked to submit proposals containing the following items by August 10, 2022 by 3:00 p.m. MST. Please email to the following individuals:

Town of Vail

Mia Vlaar, Economic Development Director mvlaar@vailgov.com

Liz Gladitsch, Marketing Specialist lgladitsch@vailgov.com

1) Background

A statement covering resources, expertise, client list (indicating any client conflicts) and references. If a team is proposed, please also enclose their backgrounds.

2) Examples of previous work relevant to the travel industry. Detail specific case studies that demonstrate abilities and results in these areas.

3) Approach to the scope of work previously outlined.

Step 2: Selection process:

- July 29, 2022 by 3:00 p.m. MST, interested parties can submit questions and answers will be provided to all interested candidates for equal information sharing
- August 3, 2022 by 3:00 p.m. MST, Questions answered
- August 10, 2022 by 3:00 p.m. MST, RFP deadline
- August 12, 2022 narrow field to maximum of 3
- August 18, 2022 11:00 a.m. MTS, post Vail Local Marketing District Advisory Council Board Meeting.
- August 18, 2022 selection